

Sonic Equipment Company and Microspace Communications Corporation join forces to bring satellite delivery options to Independent Theatre Owners

Iola, KS – (January 16, 2012) - Sonic Equipment Company, the industry leader in digital cinema integration, and Microspace Communications Corporation (Microspace), the pioneer in satellite distribution services for digital cinema, announce their new partnership to bring satellite delivery options to the independent theatre owner.

This unique and exclusive partnership will continue the cinema industry's digital transformation by providing access to live cinema and events, network delivery, DCP delivery and reliable installation and service for exhibitors nationwide.

Microspace was the first digital cinema service provider to deliver a standardized version of a digital motion picture via satellite more than six years ago. Today, this new partnership with Sonic Equipment Company provides a turnkey solution to exhibitors and theatres for the distribution and tracking of digital content. In addition to the previous DCP distribution of recorded content such as Twilight New Moon, Iron Man 1&2, Battle Los Angeles and last week's Beauty and the Beast 3D, Microspace has been distributing live content for more than twenty years. They hold strategic partnerships with alternative content providers to offer sporting events, concerts, performing arts and other domestic and global productions directly to movie theatres.

"Microspace and Sonic have shown we share the same philosophy of maximizing the potential of digital cinema for exhibitors. We are excited to be working with Sonic to extend the reach of our satellite delivery services further into the exhibition community," says Joe Amor, VP and GM at Microspace Communications.

Sonic Equipment Company remains at the forefront of digital cinema because of their innovative and customizable programs. These programs provide exhibitors one-stop packaging of equipment from top manufacturers in digital cinema, installation by certified technicians, a

custom Preventative Maintenance program and now, through collaboration with Microspace, satellite delivery opportunities. "The relationship between Sonic and Microspace has created an opportunity for us to expand our footprint," commented Michael Covey, Production Director at Sonic Equipment Company. "It also keeps us on the leading edge of our ever-evolving industry."

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About Microspace- (www.microspace.com) - Microspace Communications Corporation (Microspace), a subsidiary of Capitol Broadcasting Company, is the leader in satellite services for digital cinema, business communications and digital signage. The company operates the largest global business satellite broadcasting network with nearly 250,000 remote links worldwide

About Sonic Equipment Company -(www.sonicequipment.com) - Sonic Equipment Company is a leading provider of sales, service, installation, new construction, remodeling, and consulting to community-owned theatres and independent exhibitors. They staff a fully trained and certified group of technicians, installers, and sales managers to meet the needs of today's growing digital cinema industry..

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Contact:

Megan Hageman

Sonic Equipment Company

800.365.5701

customerservice@sonicequipment.com

[**www.SonicEquipment.com**](http://www.SonicEquipment.com)